



Dear Friends of First 5 California,

As the new year approaches, we want to take this opportunity to reflect upon a few of our top accomplishments that helped make 2007 a better year for California's families and look ahead to what's in store for 2008.

Childhood Obesity Prevention Campaign



First 5 California's groundbreaking childhood obesity prevention campaign built momentum in 2007. A highlight for the campaign was receiving national attention - with two feature stories on CNN!

Watch [CNN's story](#) on First 5 California's Asian Pacific Islander American (APIA) childhood obesity prevention campaign.

View another [CNN story](#) heralding First 5 California as a national frontrunner on childhood obesity awareness.

In November, Executive Director Kris Perry joined a panel of national obesity experts at the *CNN Fit Nation Solution Summit* in New York City. Former President Bill Clinton led the high-profile summit.

First 5 F.A.N. Club in Action

First 5 California kicked-off its new partnership with Westfield's California shopping malls! Look for First 5 California and county commission posters and brochures in Westfield malls in early 2008.

The collaboration with Westfield, valued at over \$1 million, is part of the First 5 F.A.N. Club, a partnership between First 5 California, Governor Schwarzenegger's *Get Healthy California!* and the business community.



The Wheels Keep on Turning

The Hands-on Health mobile exhibit continued to tour California. Since it first hit the road in June 2006, the van has traveled over 16,000 miles, reaching more than 175,000 parents and children.

At each of the 109 stops, First 5 California joined forces with county commissions to connect families to local resources and services, such as health insurance enrollment and free dental screenings.

Kit for New Parents Launch



Originally developed in 2001, First 5 California's *Kit for New Parents* was updated this year with the latest parenting information, educational DVDs, and a new look. First 5 California teamed up WNBA superstar Lisa Leslie to help spread the word on the newly redesigned *Kit*. For more information, please visit www.cafc.ca.gov/kit.asp or call (800) KIDS-025 (English) or 800-50-NIÑOS (Spanish).

Univision Partnership

Now in its seventh year, First 5 California's partnership with *Univision* - the most watched Spanish-language television network in the nation - continues to thrive. First 5 California has reached 90 percent of Spanish-speaking viewers statewide by collaborating on 150 *Univision* news segments on topics such as school readiness, the *Kit for New Parents* and prenatal care.

First 5 California on YouTube!

As the digital arena continues to expand, we are presented with new tools to widen our reach with First 5 messages. [View](#) First 5 California's "For the Children" video on the popular Web site, YouTube.

Coming Soon.

In 2008, we plan to expand our public education programs and continue to raise awareness of the importance of a child's healthy development. Be sure to look for:

- . The release of First 5 California's free recipe booklet, with healthy recipes by popular TV chef and nutritionist Chef Lala
- . Phase 5 of First 5 California's Hands-on Health mobile outreach tour
- . The launch of the *Kit for New Parents* in Asian languages



Thank you for your continued interest and support of First 5 California and our dedication to the healthy development of California's children. We wish you the very best in the coming year.